Planificación de la zona del río en Newberg

Community Meeting | #1 | Evento Público
August | 23 | agosto
2018
Welcome!

• Project Introduction
• Riverfront Area Vision and Goals
• Existing Conditions
• Walkable Neighborhoods
• Market Analysis and Development Programs
• What is your vision for the Riverfront Master Plan?
Why a new plan?
- Bypass constructed
- WestRock Mill Closure
- Continued growth and change in Newberg

¿Por qué el nuevo plan?
- Finalización de la carretera de circunvalación
- Clausura de la fábrica de papel
- Cambio y crecimiento en Newberg
Project Schedule | Plan de trabajo

Tasks

1. Project Information
2. Vision for Newberg Riverfront
3. Public Event #1
4. Plan Development
5. Public Event #2
6. Plan Implementation
7. Plan Adoption

We are here
Envisioning a Great Riverfront

| Visualizando una gran ribera
Connections

| Conectividad
Arts and Innovation
| Arte e innovación
Diverse Housing
| Viviendas diversas
Mixed Uses | Usos mixtos urbanos
A Walkable Waterfront | Ribera transitable

CHARLOTTE, NC

BEND, OR

BOISE, ID
Natural Amenities | Zonas naturales
Visioning Exercise | Visualización

**Word Cloud of CAC Input**

- amphitheater
- activities
- riverfront
- housing
- trails

**Word Cloud of TAC Input**

- neighborhoods
- industrial
- river
- spaces
- trails
Newberg’s riverfront will be a lively, lush, and economically thriving destination that is frequented by Newberg residents and visitors alike. As a local and regional destination, it will provide spaces for large events, as well as opportunities for families and individuals to gather, recreate, and relax. Safe and direct connections for walkers, bikers, and drivers will draw people to the riverfront from downtown and other areas of the city.

A mix of residences, public spaces, services, commerce, and industrial uses will tie together through great design, creating a unique, mixed use setting on the Willamette River.
Existing Comprehensive Plan

Plan general existente
Existing Newberg Zoning

| Zonificación existente
Existing Land Uses
| Uso de terrenos existentes

- Small commercial area
- Parks and Open Space, former landfill
- Industrial Uses and Mill Site
- A mix of single family, 2/3/4 plex, and multifamily housing
- Few vacant parcels
Walkable Neighborhoods and Districts

| Zonas transitables para peatones

9/7/2018

Advisory Committee Meeting #2
Parks and Open Space
Parques y zonas libres
Steep Slopes | Cuestas inclinadas
Floodplain Conditions | Zonas de inundación
Bypass | Carretera de circunvalación
Auto and Transit Circulation
| Circulación de tránsito
Trails and Greenspace
| Veredas y zonas verdes

Adapted from Chehalem Parks and Rec District Trail Brochure
5-minute Walk | 5 minutos a pie
Demographic Summary

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<th>Study Area</th>
<th>Newberg</th>
<th>Market Area</th>
<th>Yamhill Co.</th>
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<td>Avg. Household Size</td>
<td>2.74</td>
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<td>22%</td>
<td>14%</td>
<td>12%</td>
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<td>Bachelor’s +</td>
<td>26%</td>
<td>31%</td>
<td>31%</td>
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</table>
Net New Development (SF)
Newberg, 2009-2018 YTD

| Nueva construcción |
Riverfront:
- Limited accessibility, visibility, drive through traffic
- “180 degree market”
- Small nearby population today
- Difficult “convenience retail” location
- Destination retail is possible
Regional Industrial/Flex Development

Legend
- 5-mile Market Area
- Study Area

Bldg. by Land Use
- Industrial/Flex

Year Built
- Pipeline
- 2010-2018
- Pre-2010

Map showing the regional industrial and flex development, with a 5-mile market area highlighted in red.
CASE STUDIES | Estudio de casos

Hood River Riverfront

Astoria Riverfront
CASE STUDIES | Estudio de casos

Independence Riverfront

Kendall Yards, Spokane, WA
Preliminary Development Programs
WHAT SHOULD WE BUILD? | ¿QUÉ CONSTRUIR?

IMPROVE EXCHANGE TOWNS TO DOWNTOWN FOR WALKERS, BIKERS AND DRIVERS

SPACE FOR MUSIC / ARTS

HOUSING

ACTIVE RECREATION

New housing in the Riverfront Area is most likely to take the form of single family homes, townhouses, and garden apartments.

REUSE OF EXISTING INDUSTRIAL BUILDINGS

EMPLOYMENT

SERVICES AND PLACES TO SHOP

PROTECTED NATURAL AREAS

People place a high value on places with beautiful views, open space, trail systems, and riverfronts. Investing in them improves quality of life for residents and draws private investment.

Wulfin Market in Woodinville, Washington. The Wulfin site has several buildings that limit themselves to reuse.

High Risk Brewing. An economic development analysis suggests that there is significant local industrial demand.

Destination retail would likely do well in the Newberg waterfront area.

Protective natural areas around the Willamette River bring biodiversity and beauty to the riverfront, which can improve quality of life and incentivize private investment.
I want to... | Yo quiero...

SWIM!
¡nadar!

DANCE!
¡bailar!

PLAY!
¡jugar!

...at the Newberg Riverfront
... en la ribera de Newberg